

*When you've taken a plunge in
the cool, bracing surf—and battered
and wet with spray, you climb
out on the welcoming sand
—have a Camel!*



Camels contain the very choicest tobaccos grown in all the world. Camels are blended by the world's most expert blenders. Nothing is too good for Camels. In the making of this one brand we concentrate the tobacco knowledge and skill of the largest organization of tobacco experts in the world. No other cigarette made is like Camels. They are the overwhelming choice of experienced smokers.

WHEN the surf is running in from the sea before a balmy, spray-laden breeze. And you plunge in to shoulder aside the foam-topped rollers. When you climb out, glowing with exhilaration and join the friendly crowds on the beach—*have a Camel!*

For after healthful exercise, no other cigarette in the world satisfies the taste like Camels. Camel mildness and mellow fragrance is the awaited award of millions of experienced smokers. Camels are rolled of the choicest tobaccos nature grows. That's why they never tire the taste. Camels are the expert blend that did away with cigarettey aftertaste. Camels are the taste revelation, the smooth and mellow mild wonder of smoking.

So this sparkling day as you start for the cool, restful beach. When with measured strokes you have tried your strength against the breakers, and turned back to shore tingling with happiness and health—know then the most fragrant mellowness ever made into a cigarette. Have the utmost in smoking contentment and pleasure.

Have a Camel!



Our highest wish, if you do not yet know and enjoy Camel quality, is that you may try them. We invite you to compare Camels with any other cigarette made at any price.

R. J. Reynolds Tobacco Co.
Winston-Salem, N. C.

